

**AGENDA:** May 27, 2003

**7.4**

**CATEGORY:** New Business

**DEPT.:** Community Development/City Manager

**TITLE:** Amendment to the Mayor's Award Program

### **RECOMMENDATION**

1. Adopt A RESOLUTION AMENDING RESOLUTION NO. 16226 TO ADD A MEMBER OF THE HUMAN RELATIONS COMMISSION, YOUTH ADVISORY GROUP AND ENVIRONMENTAL PLANNING COMMISSION TO THE MAYOR'S AWARD JURY AND TO EXPAND THE SOCIAL PROGRAMS AWARD CATEGORY TO INCLUDE A NEW AWARD RECOGNIZING EFFORTS BY LOCAL ORGANIZATIONS TO PROMOTE TOLERANCE, INCLUSIVITY AND INVOLVEMENT, to be read in title only, further reading waived.
2. Defer consideration of the possible addition of categories and category of award.

### **FISCAL IMPACT**

There is no fiscal impact directly related to the adoption of the amendments to Resolution No. 16226 (Attachment 1). In the past, the Mayor's Award Program has been supported by a budget of approximately \$6,000. Due to the current fiscal climate, the budget for the program will be reduced to approximately \$3,000. These funds will be used to publicize and promote the program. Funds are currently available in the City Manager's Office budget.

### **BACKGROUND AND ANALYSIS**

The Mayor's Award Program was established in 1969 to recognize outstanding physical projects and social programs in the City. Over the years, the program has grown to also recognize Mountain View residences and businesses. The last Mayor's Award Ceremony was held in 1998 and future programs were deferred because of City Council priorities and workload. It is proposed that this year, the awards be reinstituted with staff support provided by both the City Manager's Office and the Community Development Department. This will minimize the impact on other project priorities in both departments. This award period will cover from 1999 to the present. Conducting the Mayor's Award Program is a current City Council adopted goal.

At the May 14, 2002 Council meeting, the Human Relations Commission (HRC), as part of its annual work plan (Attachments 2 and 3), recommended and the City Council approved the

following modifications to the Mayor's Award Program: inclusion of a representative of the HRC on the Mayor's Award Program jury and expansion of the social programs award category to include a new award recognizing efforts by local organizations to promote tolerance, inclusivity and involvement.

At the same meeting, Council asked staff to evaluate the feasibility of including two additional jurors—a Youth Advisory Group member and an Environmental Planning Commissioner (Attachment 3). The Council also asked staff to consider the inclusion of an additional award category for business and residential remodeling.

If it is the Council's preference, staff is not aware of any reason not to include representation from the Youth Advisory Group (YAG) and Environmental Planning Commission (EPC) on the jury.

As in the past, the awards ceremony and reception will be hosted in mid-October 2003. In order to ensure that the Mayor's Award Program stays within the proposed budget and schedule, it will be necessary to streamline the awards selection process. If the awards categories are expanded, it would make it difficult to complete the selection process. There would be some additional costs and require additional time for the jury to review and select award recipients in these proposed categories.

Therefore, staff recommends that the Council revise the current list of jurors to include the 13 jurors from diverse backgrounds and organizational associations as outlined in the resolution with the inclusion of representatives of the HRC, YAG and EPC as follows:

- A chairperson who shall be the Mayor or a City Councilmember appointed by the Mayor;
- A member of the City's Human Relations Commission;
- A member of the City's Youth Advisory Group;
- A member of the City's Environmental Planning Commission;
- A representative from the public school community;
- A representative from the Chamber of Commerce;
- A representative from the industrial community;
- An architect;

- A landscape architect;
- The president of a service club;
- A member of the clergy;
- Up to two representatives of other community interests/groups; and
- A resident-at-large in Mountain View.

As amended and outlined in the resolution, the category for awards are divided into physical projects and social programs. The physical projects are awarded for environmental enhancement to the community through high-quality developments and the social programs recognize the efforts of significance that make Mountain View a better place for its residents and business people.

The awards categories are as follows:

1. Physical Projects—environmental enhancement to the community through high quality developments in the following categories:
  - a. Architectural Design
  - b. Landscape and Site Plan Design
  - c. Environmental Enhancement
  - d. Commercial, Industrial or Residential Remodeling
2. Social Programs—efforts of significance that make Mountain View a better place for its residents and business people in the following categories:
  - a. Social Contribution
  - b. Educational Contribution
  - c. Youth Development Contribution
  - d. Human Services Contribution

**AGENDA:** May 27, 2003

**PAGE:** 4

e. Tolerance, Inclusivity and Involvement Contribution

f. Environmental Contribution

### **CONCLUSION**

If approved, the amendments to Resolution No. 16226 would support the Council's recommendation that members of the Human Relations Commission, Youth Advisory Group and Environmental Planning Commission be included on the jury for the Mayor's Award Program. The amendment would also support the addition of one awards category to recognize efforts by local organizations to promote tolerance, inclusivity and involvement.

Therefore, staff recommends that the Council adopt the recommended amendment to Resolution No. 16226.

### **NEXT STEPS**

In accordance with the resolution, the Mayor would return with a recommended list of jury nominees for Council approval in June.

**PUBLIC NOTICING**—Agenda posting.

Prepared by:

Approved by:

Joanne Pasternack  
Senior Administrative Analyst

Elaine Costello  
Community Development Director

Barbara McBride  
Planning Assistant

Kevin C. Duggan  
City Manager

JP/BMcB/9/CAM  
834-05-27-03M^

Attachments: 1. Amended Resolution No. 16226  
2. HRC May 14, 2002 Staff Report  
3. May 14, 2002 City Council Meeting Minutes

**CITY OF MOUNTAIN VIEW  
RESOLUTION NO.  
SERIES 2003**

**A RESOLUTION AMENDING RESOLUTION NO. 16226 TO ADD A MEMBER OF THE HUMAN RELATIONS COMMISSION, YOUTH ADVISORY GROUP AND ENVIRONMENTAL PLANNING COMMISSION TO THE MAYOR'S AWARD JURY AND TO EXPAND THE SOCIAL PROGRAMS AWARD CATEGORY TO INCLUDE A NEW AWARD RECOGNIZING EFFORTS BY LOCAL ORGANIZATIONS TO PROMOTE TOLERANCE, INCLUSIVITY AND INVOLVEMENT**

WHEREAS, the City of Mountain View had made considerable effort to stimulate quality development through its architectural and site plan review process and also encourages and wishes to give credit for outstanding social programs which contribute to community betterment; and

WHEREAS, the City Council established a Mayor's Award Program by Resolution No. 8720, adopted on April 28, 1969, to recognize these outstanding physical projects and social programs, and the program has, from time to time, been amended by the following resolutions: Resolution No. 14858, adopted September 13, 1988; Resolution No. 15336A, adopted on November 13, 1991; Resolution No. 15786, adopted on January 17, 1995; and Resolution No. 16226, adopted on April 28, 1998; and

WHEREAS, the major elements of the Mayor's Award Program include jury selection, meetings of the jury, categories for awards, eligible projects and nominations, selection of award winners, nominations for awards and the awards ceremony; and

WHEREAS, the City Council wishes to add a new award category to social programs to recognize efforts by local organizations to promote tolerance, inclusivity and involvement; and

WHEREAS, the City Council desires to add members of the Human Relations Commission, Youth Advisory Group and Environmental Planning Commission to the Mayor's Award Jury;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Mountain View, as follows:

That the Mayor's Award Program be amended and reenacted as follows:

**Jury:** Nominations for the members of the jury shall be made to the City Council by the jury chairperson at a Regular Council meeting in April or on alternative dates as approved by the City Council.

The jury will be comprised of:

- A chairperson who shall be the Mayor or a City Councilmember appointed by the Mayor;
- A member of the City's Human Relations Commission;
- A member of the City's Youth Advisory Group;
- A member of the City's Environmental Planning Commission;
- A representative from the public school community;
- A representative from the Chamber of Commerce;
- A representative from the industrial community;
- An architect;
- A landscape architect;
- The president of a service club;
- A member of the clergy;
- Up to two representatives of other community interests/groups; and
- A resident-at-large in Mountain View.

**Meetings of the Jury:** Upon approval of the jury by the Council, the chairperson shall announce the first jury meeting. At its first meeting, the jury will arrange field trips and meetings as needed. The City will make its resources available to the jury and will perform staff functions as needed.

**Categories for Awards:** The jury may select award winners for:

1. Physical Projects—environmental enhancement to the community through high quality developments in the following categories:

- a. Architectural Design
- b. Landscape and Site Plan Design
- c. Environmental Enhancement
- d. Commercial, Industrial or Residential Remodeling

2. Social Programs—efforts of significance that make Mountain View a better place for its residents and business people in the following categories:

- a. Social Contribution
- b. Educational Contribution
- c. Youth Development Contribution
- d. Human Services Contribution
- e. Tolerance, Inclusivity and Involvement Contribution
- f. Environmental Contribution

**Eligible Projects and Nominations:** All private projects or programs nominated by residents, business people or City staff, and City-funded projects or programs if nominated by nonstaff residents or business people.

**Selection of Award Winners:** The jury may select one or two winners in each of the above categories or may choose to forego awarding any category in which there are no qualified nominees.

**Nominations for Awards:** Nominations will be accepted following appointment of the jury chairperson.

Publicity on the program and the nomination period shall be the responsibility of the chairperson and the City staff. Use of *The View*, community access cable television and local newspapers is recommended, and notification should be given to the

leadership of schools, service clubs, the Chamber of Commerce and other community groups.

**Awards:** The awards will be presented by the Mayor at an award ceremony in October, or alternative dates as approved by the City Council. The jury shall select the location for the awards ceremony and photographs shall be taken of the event.

-----

BMcB/9/RESO  
834-05-27-03R^